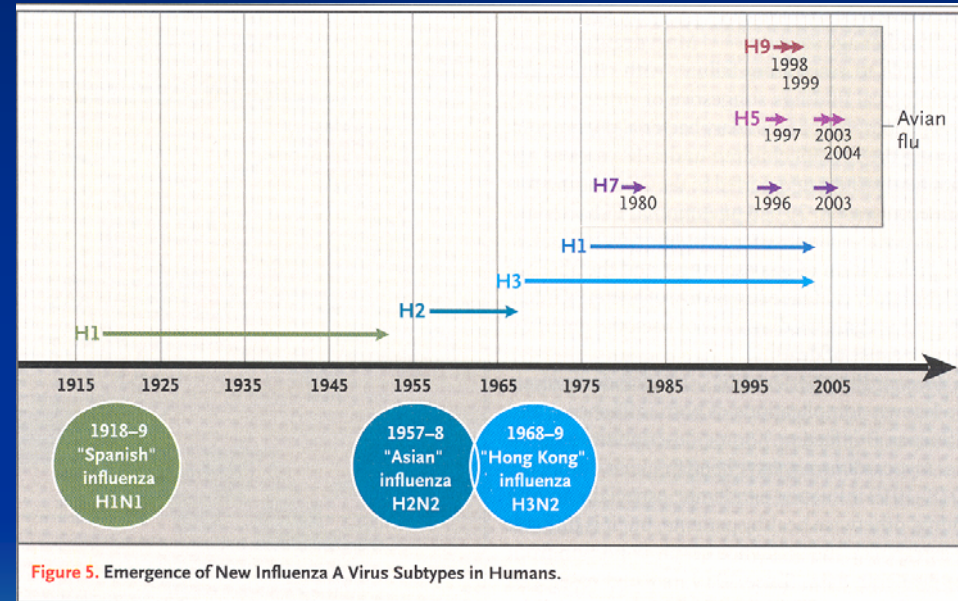
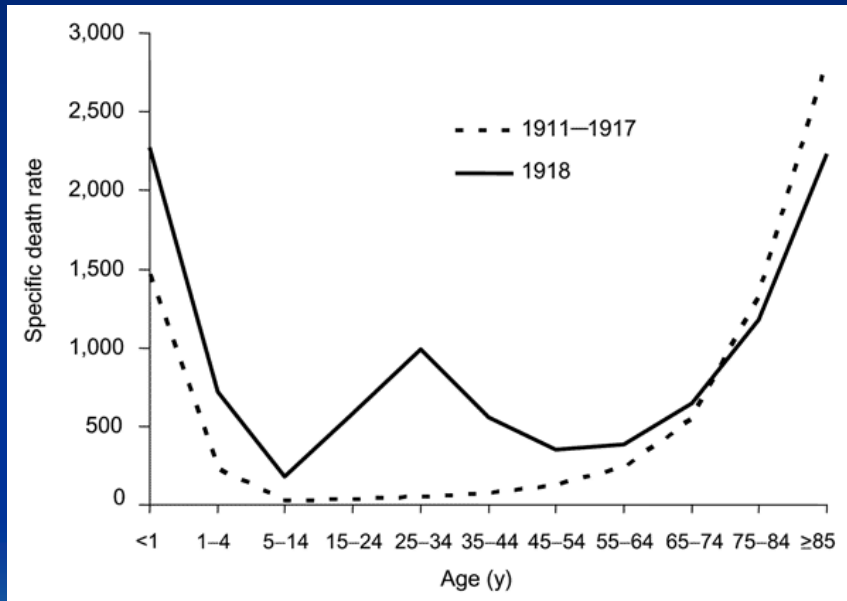


What did we learn? and Some other thoughts

Learning from the Past



The Arizona Influenza Pandemic Response Plan



January 2006

From the good Dr. Bob

- All Public Health is Local
- Don't give the public a reason to panic and they won't

Public Health Enhancements

Arizona State Health Laboratory



PUBLIC HEALTH EMERGENCY POWERS

Don Schmid
Arizona State Attorney General's Office

Public Health is not just Public Health

A public health emergency will have
several main players including health care
and emergency services

...

We need to do better to bring them in the
preparedness loop

Will there be enough ... ?

- Will there be enough Bodybags?
- Will there be enough Antivirals?

IT'S TRUE, WE'RE ALL
GOING TO DIE...
BUT LET ME TELL YOU
ABOUT OUR TERRIFIC
MASS FATALITY PLAN...



-Dr. Bob

Advice from 4 Physicians

- Hope is not a strategy.
 - Dr. Julie Gerberding, CDC
- Fear is spreading faster than the virus, we must contain the fear.
 - Dr. Marc Seigel, NYU
- We really suck at this!
 - Dr. Bob England, MCDPH
- **Be an optimist!**
 - Dr. Peter Kelly, ADHS

Lessons from Swine Flu



Learned from
Harvey V. Fineberg, M.D. Ph.D.

304-7143-5 \$7.95

RICHARD E.
NEUSTADT
and HARVEY
FINEBERG

THE EPIDEMIC
THAT NEVER
WAS

POLICY-MAKING
& THE SWINE FLU
AFFAIR

FOREWORD BY DAVID HAMBURG

Seven Critical Features – part 1

1. Overconfidence in theory spun from meager evidence
2. Conviction fueled by pre-existing agendas
3. Zeal by health professionals to make lay superiors “do the right thing”
4. Premature commitment

Seven Critical Features – part 2

- 5. Failure to address uncertainties
- 6. Insufficient questioning of implementation prospects
- 7. Insensitivity to media relations and to long term credibility

Pitfalls to Avoid in Preparation for Avian Flu

- Confound likelihood and severity
- Fail to scrutinize assumptions
- Overstate goals and objectives
- Fail to communicate and explain
- Over-estimate readiness to implement

Reflections

- Decisions in time and under uncertainty
 - Low-likelihood, high consequence events
 - Sequencing, new data, deadlines
- Science and policy interface
 - Expertise, responsibility, roles
- Public understanding
- Complexity of implementation
- Near and long-term consequences

A last word from Dr. Fineberg

- If we know ahead of time all the struggles and uncertainties that we will face when we undertake a major endeavor, we would never do it.
- But then we also would never be able to imagine the resources and solutions that we will find.

Next Steps

- Move from Government Preparedness to Community Preparedness
- ADHS is helping to coordinate a series of regional preparedness meetings and a statewide tabletop
- Don't just do something, sit there
- Practice what we plan and practice what we preach